AGENDA: August 6, 2002

8.3

CATEGORY: New Business

DEPT.: City Manager

TITLE: Potential Development of a New City Logo

RECOMMENDATION

Provide direction to staff regarding whether or not to pursue the development and implementation of a new City logo.

FISCAL IMPACT

There is no fiscal impact directly associated with the approval of the above-listed recommendation.

If the Council directs staff to pursue the development and implementation of a new City logo, staff will return to the Council with additional information regarding a proposed work plan and estimated cost for the project prior to commencing work.

BACKGROUND AND ANALYSIS

In recognition of the City's Centennial year, a special Centennial "seal" (Attachment 1) has been incorporated on a limited basis into City stationery, uniforms, publications and other items.

The Centennial seal is only to be used until the completion of the City's Centennial events and activities in November 2002, at which time the previously used "mountain" logo (Attachment 2) will then again be used.

Prior to automatically reverting back to the "mountain" logo, staff wanted to solicit input from the City Council regarding its interest in having staff investigate the possibility of developing and implementing a new City logo with design elements highlighting the City's Civic Center. The new logo would not necessarily portray the Civic Center in the same manner as on the Centennial seal.

If the Council directs staff to pursue investigating the development and implementation of a new City logo, staff will return to the Council in the fall with a more detailed work plan and cost estimate for moving forward with this project.

PUBLIC NOTICING

This report was distributed in accordance with the City's standard agenda posting requirements.

Prepared by: Approved by:

Linda Forsberg   Nadine P. Levin
Deputy City Manager   Assistant City Manager

                                              Kevin C. Duggan
                                              City Manager

LF/8/CAM
601-08-06-02M-1^

Attachments: 1. Centennial Logo
              2. "Mountain" Logo